



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort A.P. Hill
Virginia**

BRIEFING OUTLINE

Fort A.P. Hill

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 350 surveys were distributed at Fort A.P. Hill



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort A.P. Hill:					
Active Duty	8	7	1	14.29%	±91.67%
Spouses of Active Duty	6	8	3	37.50%	±40.01%
Civilian Employees	275	212	74	34.91%	±9.74%
Retirees	125	123	21	17.07%	±19.51%
Total	414	350	99	28.29%	±8.59%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

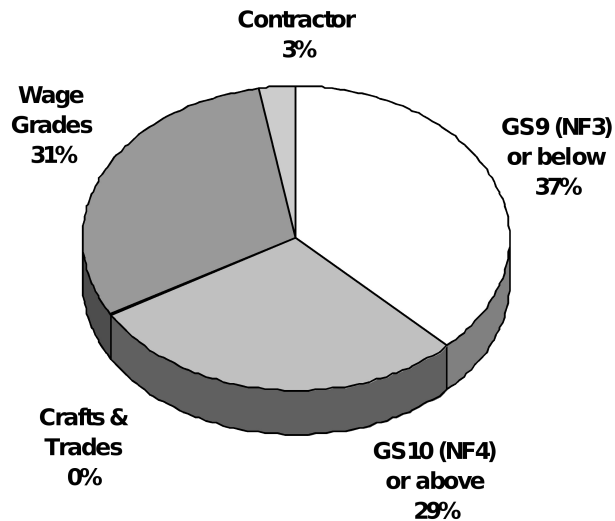
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

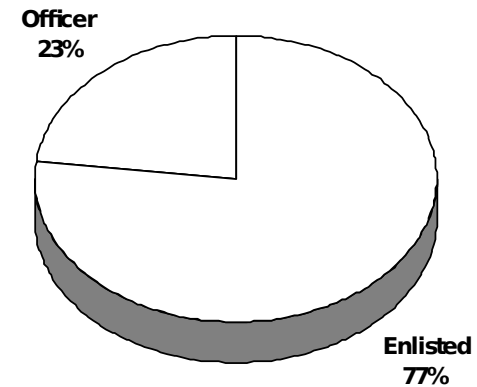
CIVILIANS

(n = 73)



RETIREES

(n = 13)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT A.P. HILL

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MOST FREQUENTLY USED FACILITIES

Car Wash	42%
Fitness Center/Gymnasium	39%
Post Picnic Area	32%
Recreation/Community Activity Ctr.	31%
ITR - Commercial Travel Agency	13%

LEAST FREQUENTLY USED FACILITIES

Multipurpose Sports/Tennis Courts	7%
Athletic Fields	7%
Outdoor Recreation Center	8%
Swimming Pool	9%
Cabins & Campgrounds	11%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT A.P. HILL*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Recreation/Community Activity Ctr.
4.27

Outdoor Recreation Center 4.22

Cabins & Campgrounds 4.16

Fitness Center/Gymnasium 4.07

ITR - Commercial Travel Agency 4.05

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash 2.09

Swimming Pool 3.05

Athletic Fields 3.55

Multipurpose Sports/Tennis Courts 3.64

Post Picnic Area 3.67

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT A.P. HILL*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Recreation/Community Activity Ctr.	
4.12	
Fitness Center/Gymnasium	3.98
ITR - Commercial Travel Agency	3.94
Outdoor Recreation Center	3.94
Cabins & Campgrounds	3.80

FACILITIES WITH LOWEST QUALITY RATINGS*

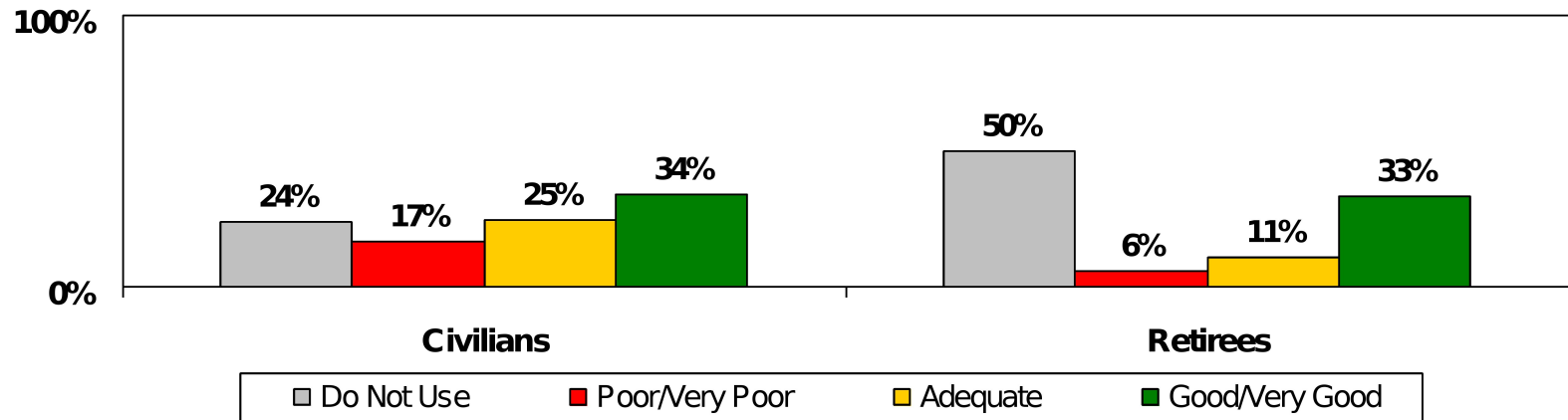
Swimming Pool	2.63
Car Wash	2.74
Athletic Fields	2.90
Post Picnic Area	3.21
Multipurpose Sports/Tennis Courts	3.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

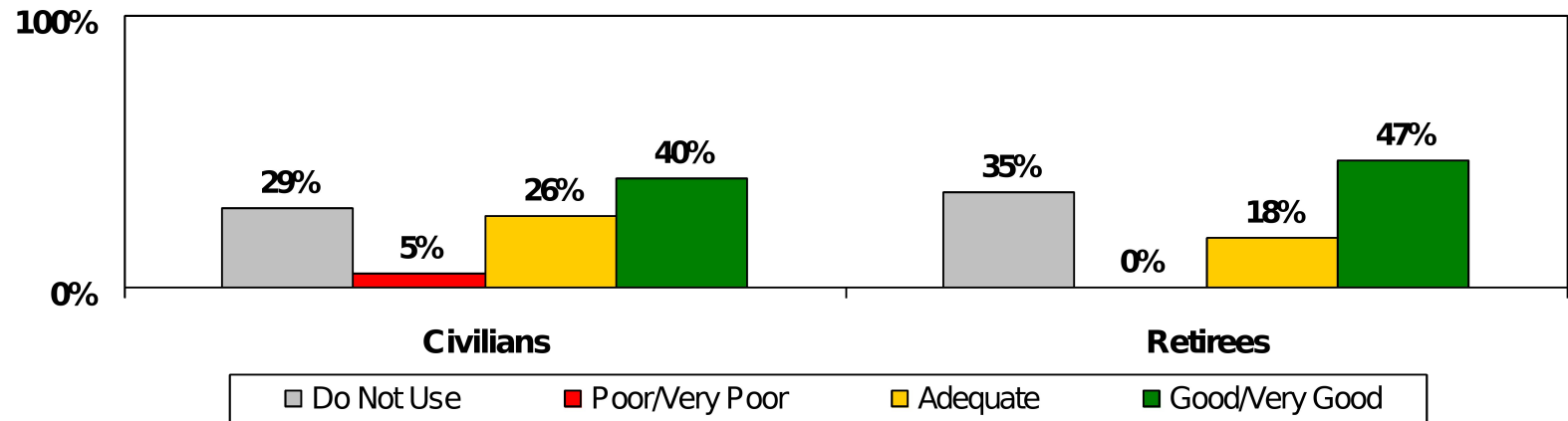
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



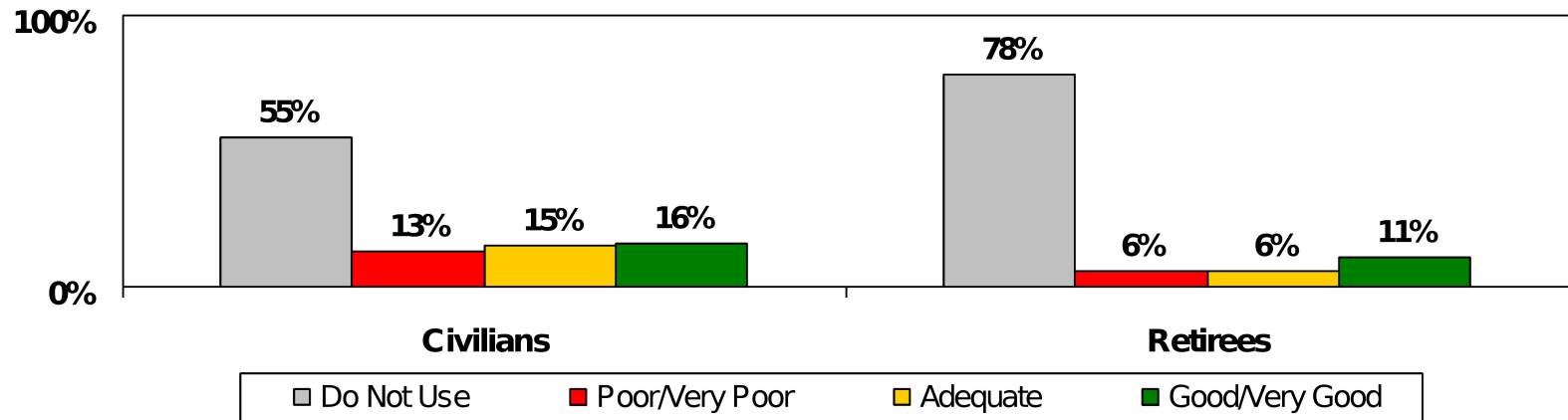
Quality of Off-Post Services



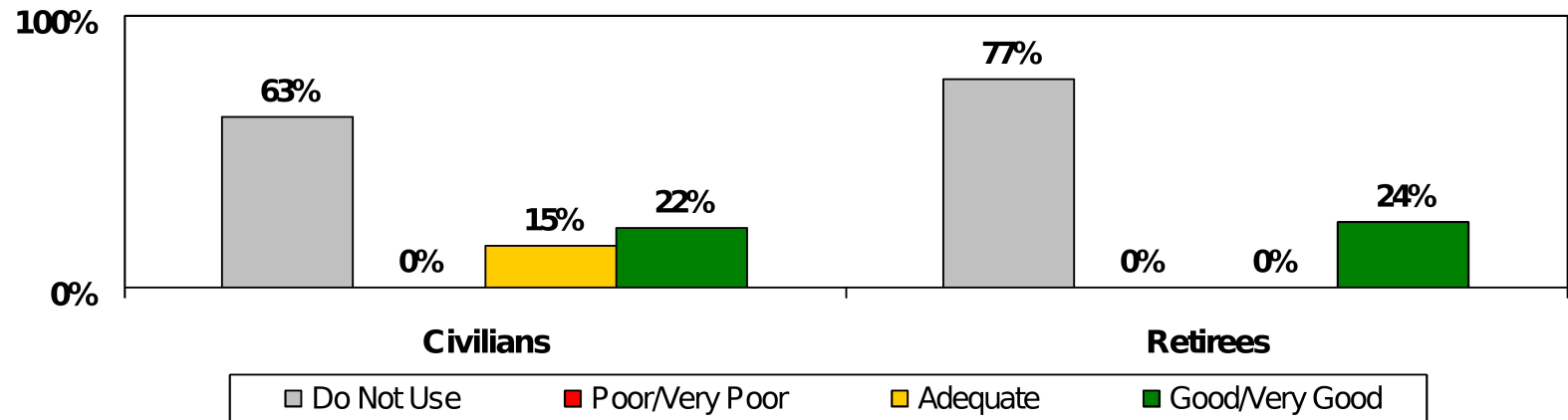
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



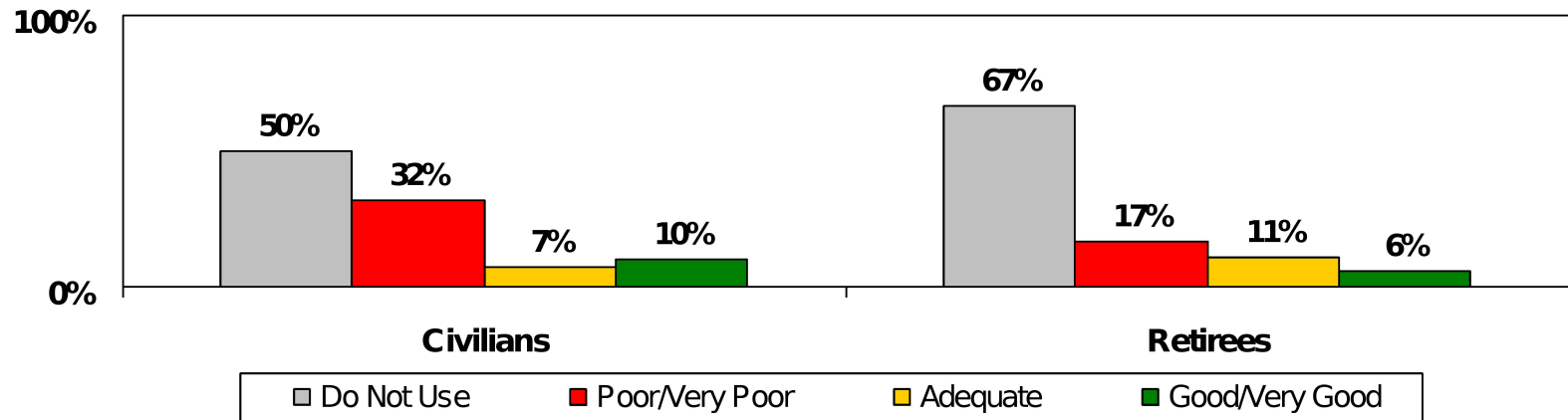
Quality of Off-Post Services



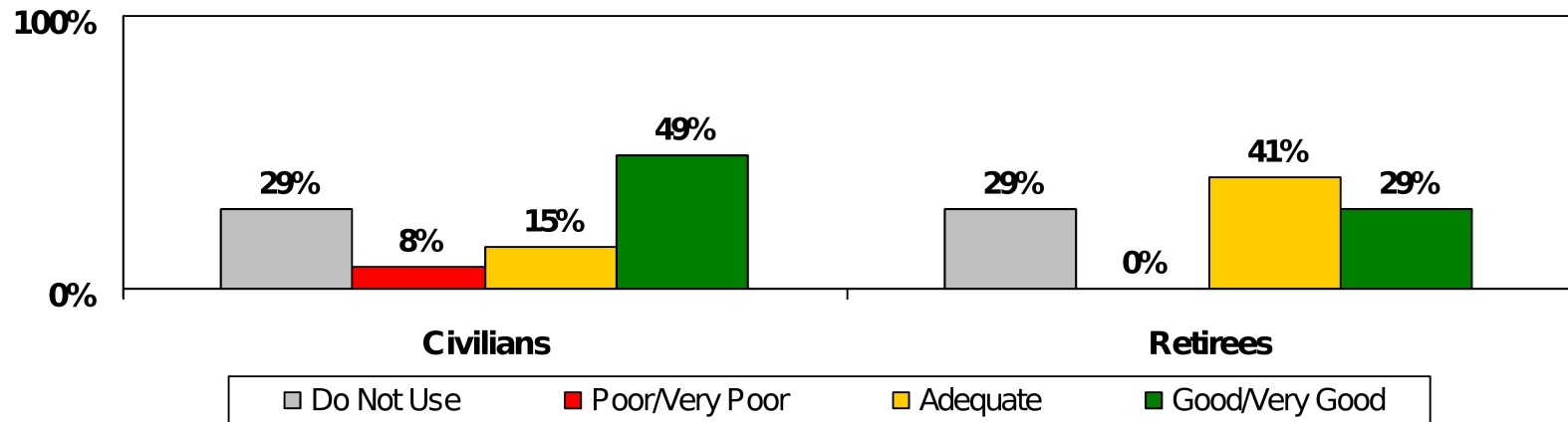
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

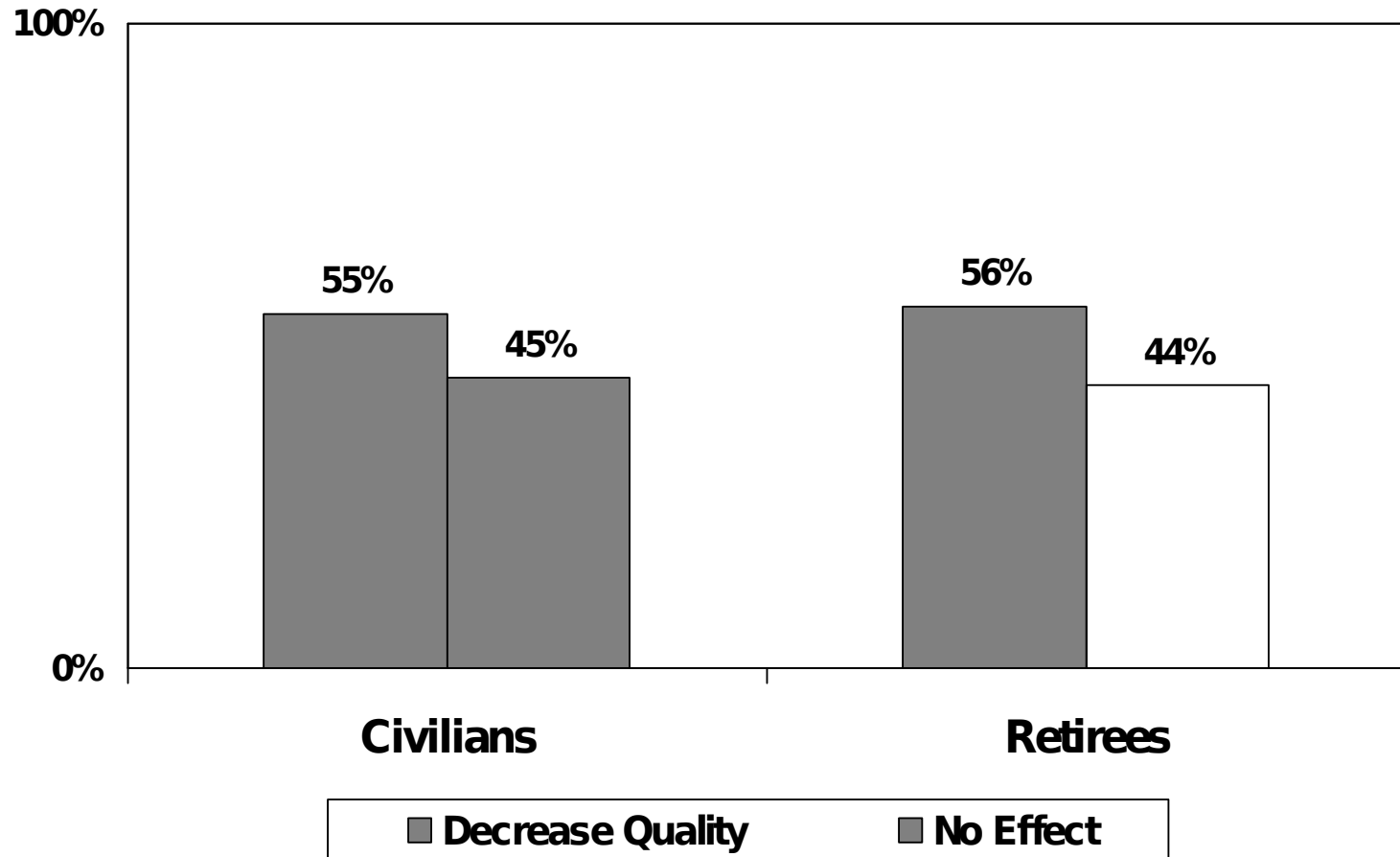


Quality of Off-Post Services



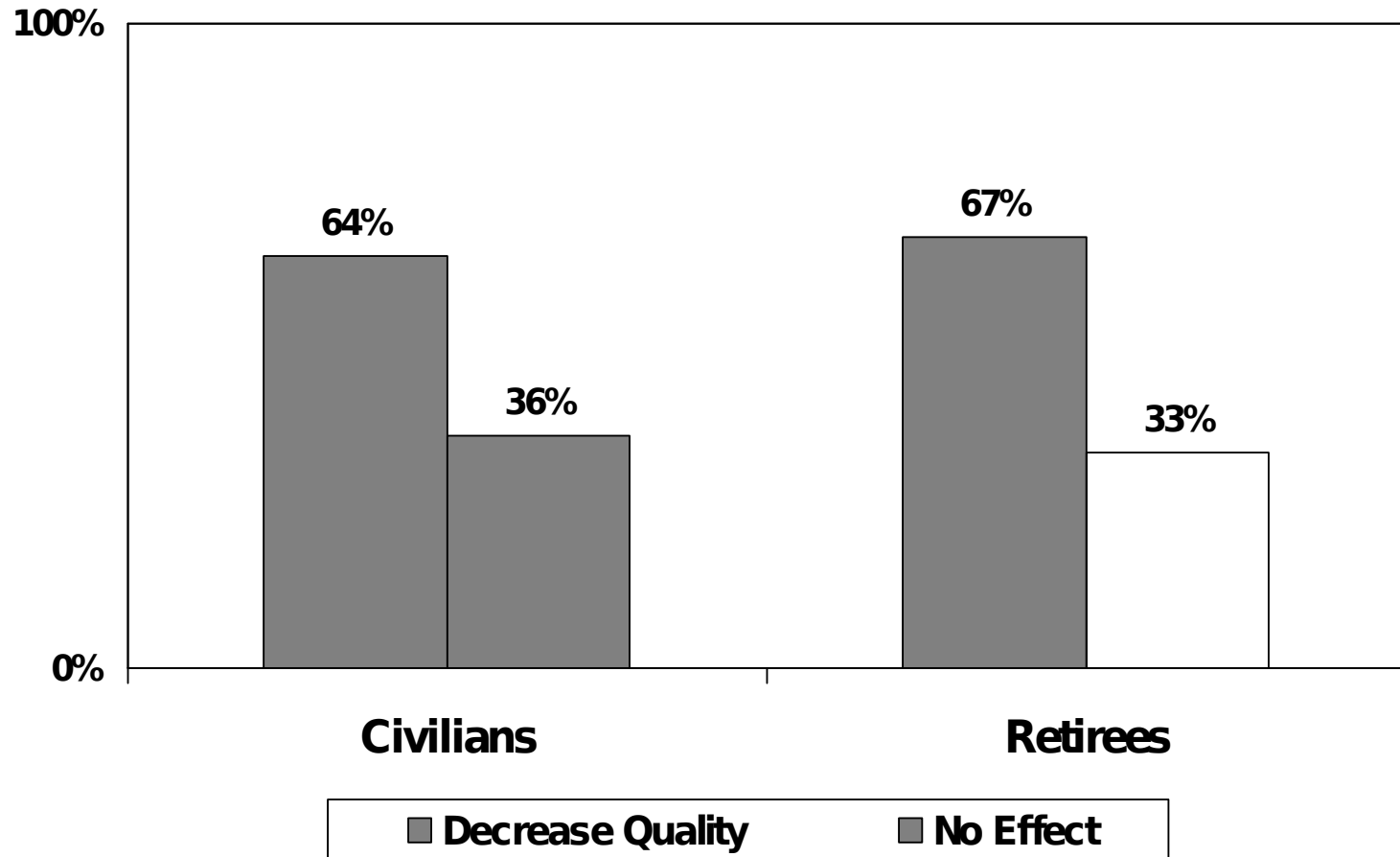
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	69%
Army Lodging	66%
Post Picnic Area	57%
Cabins & Campgrounds	56%
Swimming Pool	45%
Car Wash	44%
Recreation/Community Activity Center	42%

Golf Course Pro Shop	72%
Golf Course	65%
Bowling Pro Shop	59%
Golf Course Food & Beverage	55%
Arts & crafts Center	45%
Bowling Center	45%
RV Park	42%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	10%	11%	10%
E-mail	91%	28%	71%
Friends and neighbors	19%	22%	20%
Family Readiness Groups (FRGs)	0%	6%	2%
Bulletin boards on post	29%	22%	29%
Post newspaper	51%	28%	46%
MWR publications	22%	11%	18%
Radio	0%	0%	0%
Television	0%	0%	0%
My child(ren) let(s) me know	0%	0%	0%
Other unit members or co-workers	28%	22%	27%
Unit or post commander or supervisor	14%	6%	14%
Marquees/billboards	7%	6%	6%
Flyers	43%	17%	37%
Other	0%	39%	12%
I never hear anything	1%	17%	6%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	62%
Entertaining guests at home	59%
Internet access/applications (home)	57%
Going to movie theaters	47%
Plays/shows/concerts	46%
Walking	45%
Going to beaches/lakes	44%
Special family events	44%
Gardening	42%
Live entertainment	37%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	63%
Internet access/applications (home)	62%
Going to beaches/lakes	50%
Going to movie theaters	50%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	50%
Internet access/applications (home)	50%
Entertaining guests at home	47%
Fishing	44%
Walking	42%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	12%
Volleyball	7%
Basketball	5%
Touch/flag football	4%
Self-directed sports tournaments	4%

Outdoor Recreation

Going to beaches/lakes	44%
Fishing	35%
Picnicking	32%
Bicycle riding/mountain biking	25%
Camping/hiking/backpacking	23%

Social

Entertaining guests at home	59%
Special family events	44%
Happy hour/social hour	27%
Dancing	25%
Specially arranged shopping trips	24%

Sports and Fitness

Walking	45%
Cardiovascular equipment	28%
Weight/strength training	25%
Bowling	20%
Group exercise classes	19%

Entertainment

Watching TV, videotapes, and DVDs	62%
Going to movie theaters	47%
Plays/shows/concerts	46%
Live entertainment	37%
Attending sports events	34%

Special Interests

Internet access/applications (home)	57%
Gardening	42%
Computer games	34%
Digital photography	26%
Automotive detailing/washing	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	27%	N/A	27%
Internet access (library)	21%	N/A	21%
Adult activities	19%	N/A	19%
Multi-media (videos, DVDs, CDs)	16%	N/A	16%
Study/self development	15%	N/A	15%
Reference/research services	14%	N/A	14%
Picnicking	9%	24%	32%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	1%	7%	49%	57%
Gardening	0%	1%	41%	42%
Computer games	0%	2%	31%	34%
Digital photography	2%	5%	18%	26%
Automotive detailing/washing	2%	8%	12%	23%
Automotive maintenance & repair	0%	7%	15%	23%
Computer graphics/design	2%	0%	16%	19%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)